

ANGELS CAMP BRAND LEADERSHIP TEAM

Minutes of August 10, 2010 Meeting

CAMPS, Greenhorn Creek

PRESENT: Anne Forrest, Charlotte Wheeler, Vivian Danielsen, Wrenae Rowe, Melanie Lewis, Richard Wilmschurst, Janet Cuslidge, Buck Reed, Dave Hanham, and Dave Richards, City Administrator

ABSENT: Diane Gray, Jack Boeding, Dixon Collins, Kathy Collins, Steve Fairchild, Lisa Boulton, Michele Lee, Lisa Mayo, Niki Robison, Melisa Ralston, Tyler Summersett, Rosie Sundell, John Tichenor, George Wendt

NEXT REGULAR MEETING: TUESDAY, SEPTEMBER 14, 2010, 10:30 AM, CAMPS, GREENHORN CREEK

1. **CALL TO ORDER:** The meeting was called to order at 10:40 am by Chairman Anne Forrest.
2. **INTRODUCTIONS:** Dave Richards, City Administrator, was introduced.
3. **PUBLIC COMMENT:** There was no public comment.
4. **APPROVAL OF JULY 13 MINUTES:** The minutes of the July 13, 2010 meeting were approved as presented.
5. **FINANCIAL REPORT:**
 - a. **2009-2010 Budget:** Anne reported that for the year ending June 30th, nearly all available BLT funds were expended. We were able to pay for the following: 20,000 marketing brochures; 13 pole banners that will be the Angels Camp banners; 5,000 walking tour maps; copyright and service mark registration; web site support; graphic design support; the frog mascot redesign; web site domain names registration; and 5 more style manuals with CDs.
 - b. **2010-2011 Budget:** Anne reported that the City's budget has not yet been finalized and is projecting a serious deficit. At the last budget meetings in May, Melisa Ralston recommended the BLT's budget be at \$7,000 for the year against the \$31,000 requested. However, we will not know anything until the budget is passed. Dave Richards said that there is no discretionary spending allowed at this point until the budget is finalized, meaning we have no money to operate with at this point.
6. **ACTION ITEMS:**
 - a. **Marketing Web Site:** In Rosie's absence, there was no update.
 - b. **Pole Banners:** In Lisa Boulton's absence, Anne reported that of the 26 banners planned, all but 6 large ones have been spoken for. **Action: Vivian to talk with Horse & Barrel; Kathy to speak with Mountain Pedalers; Melanie to speak to Melones Marina. Lisa B. to finalize designs.**
 - c. **Marketing Brochure:** No report at this time.

- d. **City Web Site and Stationery:** To bring Dave Richards up to speed, Anne explained the need for the city to begin using its new brand on its stationery and business cards and the cost savings projected in ordering the new stationery. **Action: Dave Richards to talk with Melisa and to report back.**
- e. **Frog Mascot:** It was agreed that the frog needed to be positioned better at the Vintage location, and that the base it is now on is in bad shape and needs to be shortened, strengthened and painted. **Action: Janet agreed to ask Firman Brown to take on this project.**

7. CITY REPORT:

- a. **Planning:**
 - i. Dave Hanham reported that permits have been issued or are being sought for Sidewinders Restaurant, McDonald's, Angels Theater, the Bunk House at Greenhorn Creek, plus some building activity. Other projects in the works are Sonora PromptCare in the Prudential Realty space, MYSJ Clinic on Stanislaus Avenue and Columbia College branch off Murphys Grade Road.
 - ii. The large format retail plan will go to City Council this month.
 - iii. Dave reported that approximately 12,000 to 14,000 vehicles per day use the 4-49 intersection area, with 8,000 vehicles through the downtown area daily. The numbers for Rt 4 increase during the ski season.
- b. **CDF Construction:**
 - i. Wrenae reported on the trees at the CDF area: Plan cannot be changed so the trees will be cut down. Mitigation calls for planting five oaks for every one cut down. She said that CDF is making a real effort, and that the community groups will work to make sure CDF keeps to its promises.
- c. **City:**
 - i. Dave Richards asked if we could document businesses or jobs being created by 'accident' from tourists coming back to open businesses or buy/build new homes? **Action: BLT to work with CVB and real estate firms to try to come up with some statistics.**

8. PUBLIC RELATIONS & PROMOTION:

- a. Anne reported that we have noticed the unauthorized usage of the tagline 'Redefining the rush' being used by Mother Lode Motorsports. The City lawyer has approved a 'cease & desist' letter to be sent to them. **Action: Anne to meet with the owner and talk to them. Buck to check on the usage of 'base camp' by Saddle Creek Resort and the use of 'base camp for the Sierras' by Monmouth Lakes.**

9. GRANTS:

- a. **Façade:** Dave H. reported that the EIR is being done and the plans have gone to SHIPO – state office of historic preservation.
- b. **Retail Recruitment:** Work by Buxton has begun. We expect the final report by the end of September.
- c. **Potential Grants:** A discussion was held as to suggestions we could put to the City Council for possible CDBG grant applications. Ideas included: downtown small park/sitting out area,

production of signs recommended by the Wayfinding plan, more on the Angels Creek Master Plan & Trail, Business Recruitment follow-up, and event & conference recruitment. **Action: Anne and Dave H. to talk with Terry Cox and the Infrastructure Committee.**

10. PLANNING FOR THE FUTURE:

- a. **Workshop:** It was agreed that we need to set up a workshop before the end of the year to bring together the various elements working on or looking into future projects and plans for Angels Camp, to try to reach a shared vision for the future, to look at how to expedite projects more quickly, to agree what role the BLT can and will play in those plans, and to agree on how the BLT will be set up and function over the next five years.
 - i. It was agreed that the BLT needs more information from other local destination development groups as to how they have moved into the next action stage. **Action: Vivian will research the Downtown Stockton Alliance. Anne will contact Destination Rapid City and Destination Development Inc to get more information.**
 - ii. A committee will work with the City to plan the workshop. **Dave H., Buck and Anne to be on the committee and will recruit more at next meeting.**
 - iii. **Action: Anne to contact the Mayor and council to find some suitable dates.**

11. EVENTS, CONFERENCES, ACTIVITIES:

- a. **Tough Mudder:** Is in the works; Bear Valley is getting lots of inquiries.
- b. **International Cave Association conference:** Steve and Lisa B. will bring more information at the next meeting.
- c. **Expanding the BLT:** It was suggested that we need to expand the BLT now to include representatives from Frog Town and Ironstone and key sporting event sponsors. **Action: Janet to talk with the Friends of the Fair about a representative. Other suggestions welcome.**

12. ISSUES:

- a. **Visitors Center:** All the CVB Board members on the BLT were absent due to a special session. It was agreed that the BLT might need to weigh in on the issue, but we needed more information.
- b. **Mokelumne River:** In George's absence there was no report.

13. ADJOURNMENT: The meeting was adjourned at 12:50 pm

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